

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-10 LAB-04 NSAE-00  
PA-02 SIL-01 ICA-20 /058 W  
-----100180 241300Z /50

R 241237Z MAY 78  
FM AMEMBASSY MOSCOW  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 2110  
AMEMBASSY VIENNA  
AMCONSUL LENINGRAD

UNCLAS SECTION 01 OF 02 MOSCOW 11583

USDOC FOR BEWT/TPD (ROBB)

VIENNA FOR VONTILLIUS

E.O. 11652: N/A  
TAGS: BEXP, UR  
SUBJECT: GEOTEKHNICA '78 S/ME - FINAL REPORT

SUMMARY: GEOTEKHNICA '78 WAS REASONABLY WELL-ATTENDED  
BY APPARENTLY COMPETENT AUDIENCE. ALTHOUGH THERE WAS  
LAST MINUTE NO-SHOW BY ONE FIRM (OPTRONICS), SEMINARS  
AND DISPLAYS WERE IN GENERAL HIGH QUALITY. ALL FIRM  
PARTICIPANTS WERE PLEASED WITH S/ME.

1. RESULTS AS OF COB, MAY 19:

- A. GEOTEKHNICA '78, SEMINAR/MINI-EXHIBIT
- B. U.S. COMMERCIAL OFFICE, MOSCOW, MAY 15-19, 1978
- C. AGENTS APPOINTED - 0 -
- UNDER NEGOTIATION - 0 -
- D. FLOOR SALES - 0 -
- EXPECTED NEXT 12 MONTHS - \$2.2 MILLION
- E. NUMBER OF REGISTERED VISITORS - 0 -

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- ATTENDANCE FIGURES BY PRESENTATION:
- MAY 16
- 10:30 65
- 2:00 50
- 3:15 44
- TOTAL 159

- MAY 17
  - 10:00 45 (OPTRONICS REPRESENTATIVE DID NOT SHOW UP).
  - 11:15 30
  - 2:00 31
  - 3:15 24
  - TOTAL 130
  - GRAND TOTAL 289
- 
- F. NUMBER OF PARTICIPANTS: PA'S FOR 7 COMPANIES
  - NEW-TO-MARKET 3
  - OLD-TO-MARKET 4
  - FULLY ACHIEVING OBJECTIVE 3
  - PARTIALLY ACHIEVING OBJECTIVE 4

2. HIGHLIGHTS: THE GEOTEKNIKA '78 SEMINAR PRESENTATIONS WERE HIGHLY TECHNICAL FOR THE MOST PART AND WERE WELL-RECEIVED BY A KNOWLEDGEABLE SOVIET AUDIENCE. DISPLAYS WERE PRIMARILY GRAPHIC, ALTHOUGH IBM INSTALLED A WORKING DISPLAY OF ITS SERIES ONE COMPUTER, WHICH AS EXPECTED, DREW A STEADY STREAM OF OBSERVERS. THE ONE HITCH IN AN OTHERWISE SMOOTH PRESENTATION WAS THE LAST-MINUTE CANCELLATION OF THE OPTRONICS SEMINAR. OPTRONICS REPRESENTATIVE IN HELSINKI TELEXED USCO THE DAY BEFORE HE WAS SCHEDULED TO DELIVER HIS PAPER, SAYING THAT HE WAS UNABLE TO OBTAIN A HOTEL ROOM IN MOSCOW. EVEN

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THOUGH USCO ADVISED HIM TO TRAVEL ANYWAY (WE WOULD HAVE FOUND ACCOMMODATIONS) HE DID NOT. THIS RESULTED IN THE SOMEWHAT EMBARRASSING ANNOUNCEMENT AT 10:00 THE NEXT DAY TO 45 SOVIET TECHNICIANS THAT OPTRONICS WOULD HAVE NO SEMINAR. WITH THIS ABOUT 15 PERSONS LEFT AND DID NOT RETURN FOR THE IBM SEMINAR WHICH FOLLOWED.

3. ALL PARTICIPANTS COMMENTED FAVORABLY ON THEIR EXPERIENCE. AMONG SOME OF THE WRITTEN REMARKS CLEARED FOR PUBLICATION ARE FOLLOWING: "IDEA OF SHOW IS GOOD ONE. IT IS ONLY WAY, IN THIS COUNTRY, OF CONTACTING CUSTOMERS (END-USERS) AND OF DISSEMINATING INFORMATION. THIS SHOW PROVIDED...A CATALYST...TO MEET FACE TO FACE WITH OUR CUSTOMER." (GEOMETRICS). "USEFUL SEMINAR. EXPECTING SOME SALES IN FUTURE. MET A FEW POTENTIAL CUSTOMERS." (CHRISENSEN DIAMOND PRODUCTS). SOME PARTICIPANTS ALSO NOTED THE USUAL DIFFICULTIES ENCOUNTERED IN DEALING WITH SOVIETS. FOR EXAMPLE: "DIFFICULT GETTING NAMES AND ADDRESSES FOR FOLLOW UP." (BISON INSTRUMENTS). "GOOD EFFORT BY THE DEPARTMENT OF COMMERCE." (ARDCO).

4. COMMENT: DESPITE OPTRONICS NO-SHOW, GEOTEKNIKA '78 SHOULD BE CONSIDERED ONE OF BETTER PRESENTATIONS FROM STANDPOINTS OF QUALITY OF SEMINAR PAPERS, TECHNICAL COMPETENCE OF ATTENDEES, AND INTRODUCTION OF (THREE) NEW-TO-MARKET FIRMS. MINISTRY OF COAL OFFICIALS WERE ESPECIALLY INTERESTED IN BISON INSTRUMENTS EQUIPMENT FOR LOCATING NEW SEAMS. ALSO, WE WERE INFORMED THAT SOVIET DAM BUILDING ENTERPRISES WERE KEENLY INTERESTED IN BISON EQUIPMENT TO DETECT DEEP EARTH CAVITIES AT DAM

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INFO SECSTATE WASHDC 2111  
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UNCLAS SECTION 02 OF 02 MOSCOW 11583

CONSTRUCTION SITES. MATLOCK

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## Message Attributes

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**Concepts:** n/a  
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